

Effectiveness of Traditional versus Modern Appeals in Advertising

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Abstract

Advertising is one of the main modes marketers use to communicate with potential and existing customers, in order to inform, remind and persuade them. As a result it has become one of the key expenditures of many business organizations. In achieving different objectives of advertising, the marketer uses a variety of appeals. In a preliminary survey on advertising appeals expressed by marketers in Sri Lanka, it was noted that current advertisements incorporated traditional values more than modern values. It was also interesting to note that the modern advertisements which proved effective markedly featured traditional values. Based on these observations the paper attempts to discuss the effectiveness of the advertisements which are based on traditional appeals compared to the modern and emergent appeals. The dimensions used to measure effectiveness of the advertisements are recall, liking, repeat-watching and the contribution made for brand image development.

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